



New Ventures BC Competition  
presented by Innovate BC

# SPONSORSHIP PROPOSAL

## 2021 HIGHLIGHTS



Attracted 210 entrants in sectors including software, hardware, life sciences, cleantech, and agritech

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\$250,000 in cash and prizes were awarded from our generous sponsors

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120+ experienced volunteer mentors and jurors supported early-stage startups on their journey

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Awarded the first Alumni Impact Award to AbCellera, for their significant contributions to BC's tech ecosystem.

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Educational seminars and workshops reached over 1000 participants, online

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## Want to get connected with BC's fastest growing startups and their supporters? By sponsoring our 22nd annual competition, you'll be a part of the largest and longest running tech competition in BC.

Every year we help startups grow their businesses in BC. And as a non-profit, New Ventures BC is grateful to supporters like you who are essential to keeping this momentum going.

### OUR MISSION

New Ventures BC's mission is to recognize, encourage, and develop innovation in BC's startup technology sector. We do this by providing non-dilutive cash, support, and educational services to early-stage technology startups, right when they need them most.

### BENEFITS OF SPONSORSHIP

- Reaching a **targeted audience** of technology entrepreneurs, researchers, business executives, and investors
- Build early **brand awareness** with the next big technology companies in BC
- Introductions to top placing ventures
- Receiving **named prize sponsorship** (gold level only)
- Supporting a startup at a critical stage in their development
- **Raising the profile** of technology ventures in the Province
- Being listed among other well-respected sponsoring organizations, such as UBC, SFU, Fasken-Martineau, Ernst and Young, TELUS Ventures, and Innovate BC.

### BECOME A SPONSOR

#### *Title sponsorship*

Minimum contribution of \$300,000 cash for New Ventures BC operations and prize money.

#### *Platinum sponsorship*

\$100,000+ contribution of cash and in-kind services.

#### *Gold*

\$25,000+ contribution of cash and in-kind services.

#### *Silver*

Between \$5,000-\$25,000 of cash and in-kind services.

#### *Bronze*

Between \$2000-\$5,000 of cash and/or in-kind services.

#### *Awards Ceremony sponsorship*

\$7,500+ cash contribution to sponsor the 22nd annual awards.

#### *Industry or sector specific prize*

Want to give back to a shining star in your industry? You can sponsor a prize with specific criteria such as social innovation, fintech, biotech, natural resources, and health sciences.

#### *Alumni Impact Award*

Minimum contribution \$5,000 cash to recognize a notable alumni company. Sponsor will be recognized on prize trophy and title.

#### *Event sponsorship*

Sponsor a New Ventures BC education or networking event, starting at \$1000.

#### *Support us in another way*

Don't see a contribution that fits your needs? Reach out, we'd still like to hear from you.

## Sponsors for the 2022 competition will receive:

	TITLE & PLATINUM	GOLD	SILVER	BRONZE
Title naming rights (Title only)	✓			
Option to lead an NVBC Seminar	✓	✓	✓	✓
Brand and logo on website and printed materials	✓	✓	✓	Name listed on website and event materials
Acknowledgement at all events	✓	✓	✓	Logo shown at each event, mentions at some events
Emails to NVBC community by request	3 standalone emails	2 standalone emails	1 standalone email	Featured listing in newsletter
Social media & blog posts by request <small>Minimum #s - additional posts available upon request. On-going RT and tagging throughout the year.</small>	Blog posts and ongoing promotion on social media	Blog posts and ongoing promotion on social media	Ongoing promotion on social media	Ongoing promotion on social media
Speaking and promotional opportunities	Awards ceremony and one NVBC event	One NVBC event	Printed material provided at all events	Printed material provided at all events
Introductions to finalists <small>May include referrals to sponsor initiatives.</small>	✓	✓	✓	
Invitations to all events	✓	✓	✓	✓

### NVBC social media reach

- 7,500+ Twitter
- 2,000+ Instagram
- 1,800+ Facebook
- 1,800 + Linked in
- 1,000+ Slack
- 4,800 Newsletter subscribers

### Notable NVBC alumni and past winners:

- TrafficDriven Technologies (2021)
- aDolus Technology Inc. (2020)
- Lumen 5 (2019)
- Certn (2018)
- Ecoation (2018)
- LightIntegra Technology (2009)
- Augurex (2007)
- Minesense Technologies (2011)
- Lungpacer (2009)
- AbCellera (2013)
- Vonigo (2013)
- Aspect Biosystems (2014)
- Ziva Dynamics (2015)
- Dooly (2015)
- Metalogix (2002)
- Saltworks (2008)
- MediaCore (2012)
- AirG (2001)
- Dark Vision Technologies (2014)
- Semios (2011)
- Awesense (2011)
- Edvisor (2015)
- Jane Software (2016)

# NVBC impact

Since 2000, we've supported over 3000 startups. Top placing companies have created over 8,600 jobs, and raised over \$1 billion in financing, making a significant contribution to the economy and technology ecosystem.

LUMEN 5

*New Ventures BC gave us a platform to announce our presence in the city and kick start our efforts on building an employer brand. Through the competition, we have been able to attract more talent than ever before.*



— LUMEN 5, 2019 INNOVATE BC 1ST PRIZE WINNER

 adolus

*We are extremely thrilled to have won the 2020 New Ventures BC Competition. We loved being part of the NVBC process and learning about what other local tech companies are doing to make a positive difference in the world. We're grateful for all of the support and look forward to continuing our steady growth for years to come.*



— ADOLUS, 2020 INNOVATE BC 1ST PRIZE WINNER

 cuboh

*We love BC and the NVBC is one of the reasons why. I cannot believe a competition can be such a high source of cash. The one thing that limits our growth.*



— CUBOH, 2019 INNOVATE BC 3RD PRIZE WINNER

 **Water  
Machines**

*Triggered a complete re-think of the underlying strategy and already seeing the sales funnel growing almost overnight. Super helpful process. Super helpful mentors. A big thank you to all involved.*



— GT WATER MACHINES INC, 2019 COMPETITOR



## CONTACT

To become a sponsor or receive additional information, please contact us.

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